



Course Description

MAR1011 | Principles of Marketing | 3.00 credits

This introductory course emphasizes key concepts and issues underlying the modern practice of marketing. The course provides the student with a clear understanding of marketing's role in the 21st Century and introduces the student to both traditional and contemporary ways of marketing. The student will learn how marketers deliver value by satisfying customer needs and wants, determine which target markets to serve, and decide which goods and services are needed to serve these markets.

Course Competencies:

Competency 1: The student will recognize the importance of designing customer-oriented marketing strategies by:

1. Explaining how marketing creates utility and describing its role in the global marketplace
2. Comparing and contrasting the characteristics of for-profit and not-for-profit marketing
3. Demonstrating the relationship between ethical business practices, social responsibility, sustainability, and marketplace success
4. Explaining the steps in the marketing planning process used to develop a competitive strategy
5. Describing successful planning tools and techniques used for marketing planning
6. Examining ethical marketing issues related to product, distribution, promotion, and pricing strategies
7. Explaining the basic elements of a marketing strategy and the environmental factors that influence strategy decisions
8. Identifying how marketers deliver value to customers by blending the marketing mix elements

Competency 2: The student will comprehend the importance of using social media to connect with customers by:

1. Analyzing the shift from transaction-based marketing to relationship-based and social marketing
2. Defining social media and distinguishing between social media platforms and social media tools
3. Identifying how organizations use social media to develop and maintain relationships with customers and the role that social media plays in the consumer decision-making process
4. Outlining the elements of a social media marketing plan
5. Applying the importance of setting goals, targeting an audience, and developing strategies for a social media initiative
6. Identifying the qualities of effective social media content
7. Describe the different means of monitoring, measuring, and managing social media marketing campaigns
8. Discussing ethical and legal issues related to social media marketing

Competency 3: The student will recognize buyers and markets by:

1. Comparing and contrasting B2B (business-to-business) and B2C (business-to-consumer) e-marketing
2. Discussing the opportunities and challenges of e-business and e-marketing
3. Defining consumer behavior and describing its role in marketing decisions
4. Identifying the interpersonal and personal determinants of consumer behavior
5. Explaining the steps in the consumer decision process
6. Discussing the importance of global marketing and strategies for entering foreign markets
7. Differentiating between a global marketing strategy and a multi-domestic marketing strategy

Competency 4: The student will demonstrate how target markets are selected by:

1. Demonstrating how market segmentation is used to develop a marketing strategy
2. Comparing and contrasting strategies to reach target markets
3. Explaining the steps in the marketing research process
4. Distinguishing between primary and secondary data and identifying the sources of each type
5. Recognizing the different sampling techniques marketing researchers use and the challenges of conducting marketing research
6. Demonstrating how organizations build buyer-seller relationships and enhance customer satisfaction

Competency 5: The student will recognize how marketers develop product strategies by:

1. Defining a product and differentiating between goods and services
2. Comparing and contrasting consumer and business goods and services
3. Debating how quality and benchmarking are incorporated into a product strategy
4. Explaining why organizations develop related product lines and product mixes
5. Explaining the concept of the product lifecycle and the marketing decisions related to product extensions and deletions
6. Defining a brand and identifying different types of brands
7. Debating the strategic value of brand equity and how marketers develop strong brand identities
8. Describing the consumer adoption process
9. Explaining the relationship between product safety and product liability

Competency 6: The student will comprehend how marketers develop distribution strategies by:

1. Describing marketing channels and the roles they play in marketing strategy
2. Explaining the role of logistics and supply chain management in an overall distribution strategy
3. Identifying the significant components of a physical distribution system
4. Comparing and contrasting the significant modes of transportation
5. Explaining how retailers select target markets and develop retail strategies
6. Recognizing the functions performed by wholesaling intermediaries

Competency 7: The student will recognize how marketers develop promotional strategies by:

1. Explaining the communication process and how it relates to integrated marketing communications and the AIDA concept. Identifying the elements of the promotional mix
2. Explaining types and objectives of advertising and the prominent advertising strategies marketers use
3. Comparing and contrasting the primary advertising media alternatives
4. Explaining the role of public relations and publicity in an organization's promotional strategy
5. Evaluating how marketers measure promotional mix effectiveness

Competency 8: The student will identify how marketers develop pricing strategies by:

1. Outlining the legal constraints on pricing
2. Comparing and contrasting the pricing objectives used by for-profit businesses and not-for-profit organizations.
3. Explaining how supply, demand, and market structure affect price
4. Comparing and contrasting marketers' prominent pricing strategies and explaining when each is most appropriate
5. Communicating how prices are quoted, and transportation expenses are handled
6. Discussing how price affects consumer perceptions of quality

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives